APPENDIX A

THE FIGURES
A Theoretical Model of the Franchisee-Franchisor Relationship

Figure 1

- F1: Motivation
- F2: Evaluation (Franchisor Support)
- F3: Brand Name
- F4: Quality Relationship
- F5: Performance
- F6: Satisfaction
- F7: Commitment
Hypotheses of the Theoretical Model

F1: Motivation
F2: Evaluation
F3: Brand Name
F4: Quality Relationship
F5: Performance
F6: Satisfaction
F7: Commitment

Figure 2
A Theoretical Model of the Franchisee-Franchisor Relationship

Figure 3.
A Model of CFA

Figure 4.
A Path Diagram for the Initial Theoretical Model

F1: Motivation
F2: Evaluation
F3: Brand Name
F4: Quality Relationship
F5: Motivation
F6: Satisfaction
F7: Commitment

Figure 5.
A Path Diagram for the Revised Model

Figure 6

- F1: Motivation
- F2: Evaluation
- F3: Brand Name
- F4: Quality Relationship
- F5: Motivation
- F6: Satisfaction
- F7: Commitment